



VIP

VIBRANCY IMPACT PROFESSIONALISM



GEOPROFESSIONAL
BUSINESS
ASSOCIATION

ANNUAL CONFERENCE
APRIL 23-25, 2026

SHERATON GRAND AT WILD HORSE PASS
PHOENIX, ARIZONA



BUSINESS SNAPSHOT SURVEY



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SURVEY OVERVIEW

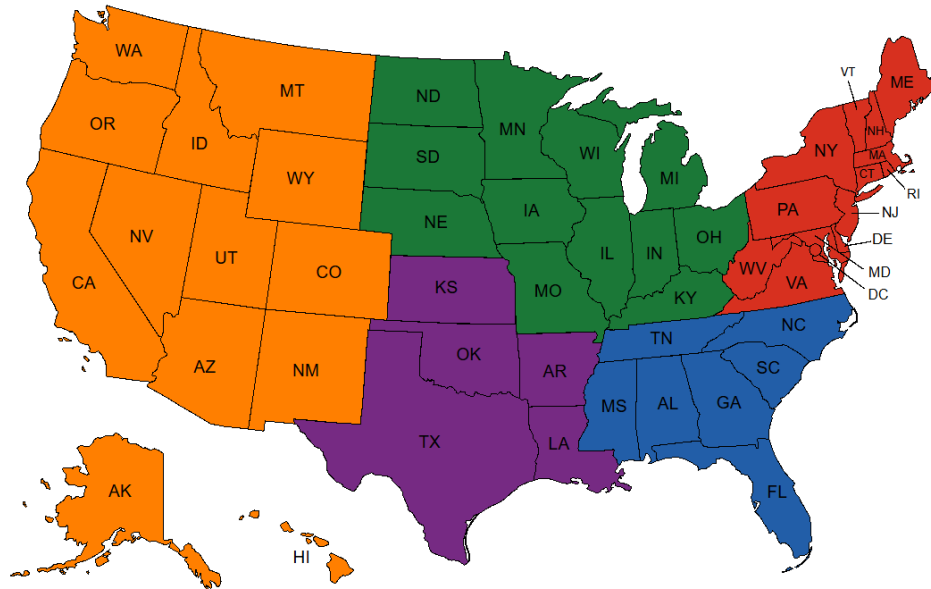
Survey Summary

- Sent to 197 member firms
- Thank you to all respondents!
- Focus:
 - How was 2025?
 - Expectations for 2026
 - Hot topics





SURVEY DEMOGRAPHICS



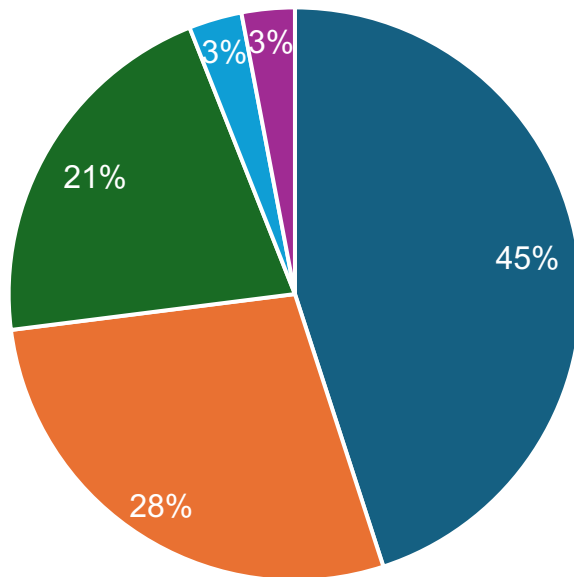
Member Firm Location(s)

Northeast:	31%
Southeast:	38%
North Central:	34%
South Central:	24%
West:	41%
Canada:	7%

Firm Size (FTEs): Less than 100 (52%); 101 to 500 (31%); More than 500 (17%)



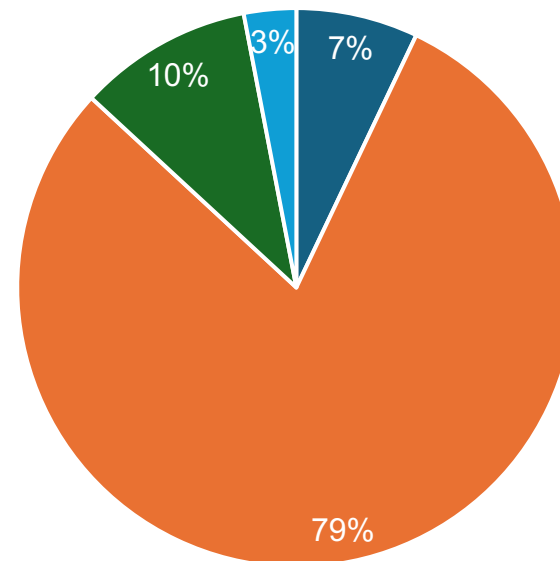
HOW DID WE DO IN 2025?



2025 Revenue

- Increased >10%
- Increased <10%
- Stable
- Declined <10%
- Declined >10%

*73% of firms reported revenue growth
45% reported double digit growth!*



**2025 Billing
Rate Increases**

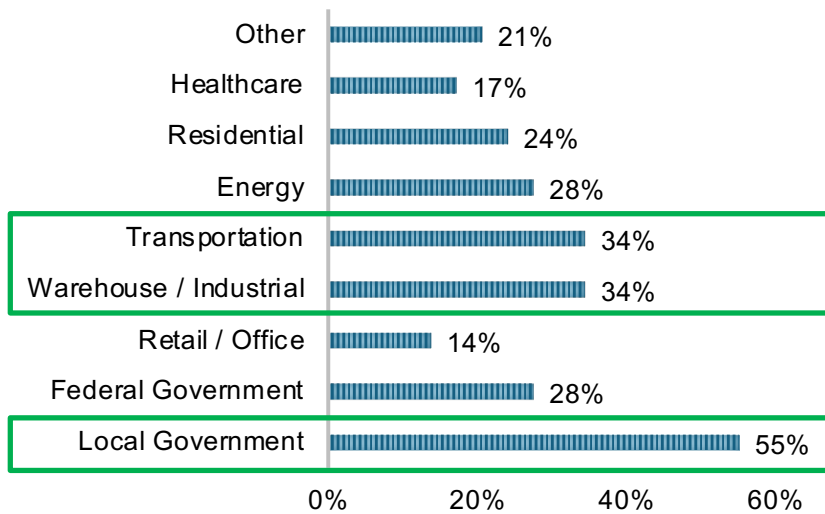
- 0%
- 1% to 5%
- 6% to 10%
- >10%

*Revenue growth outpaced billing rate increases,
indicating volume-driven growth increases*

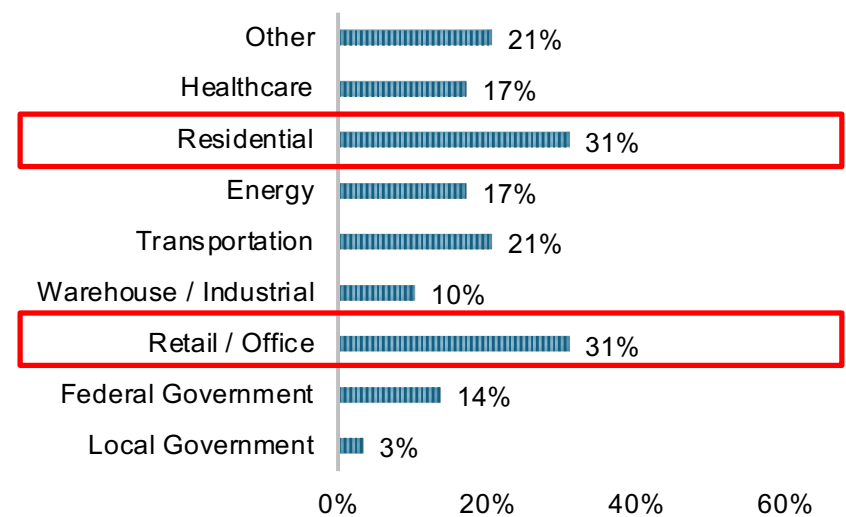


HOW DID WE DO IN 2025?

2025 RISING MARKETS



2025 FALLING MARKETS

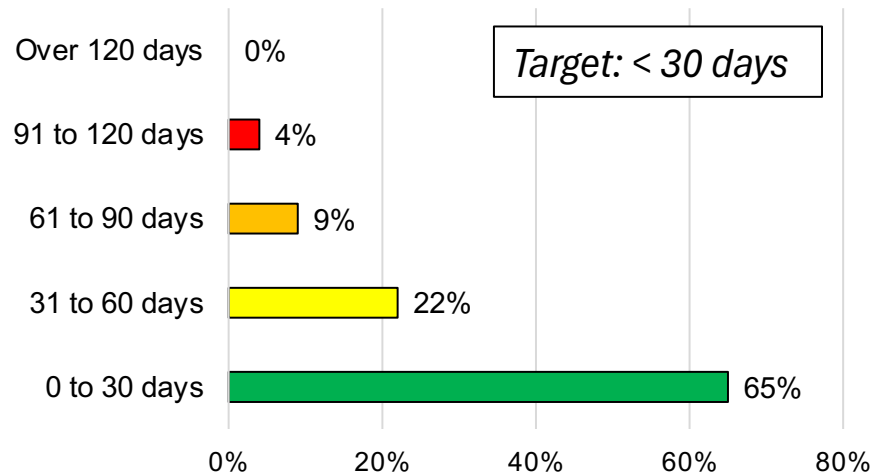


The data aligns with macro trends: public funding is driving demand; private capital is constrained by interest rates and uncertainty

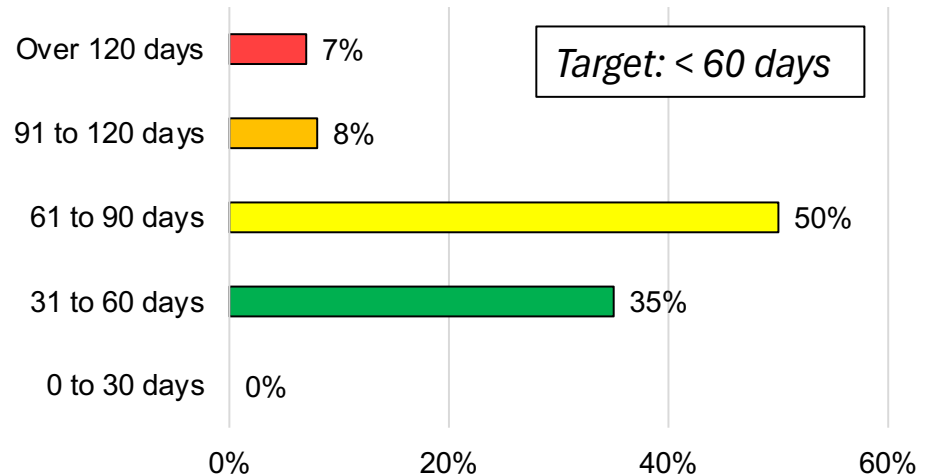


HOW DID WE DO IN 2025?

Days Sales Unbilled (DSU)
(Time from performance to invoicing)



Days Sales Outstanding (DSO)
(Time from invoice to payment)

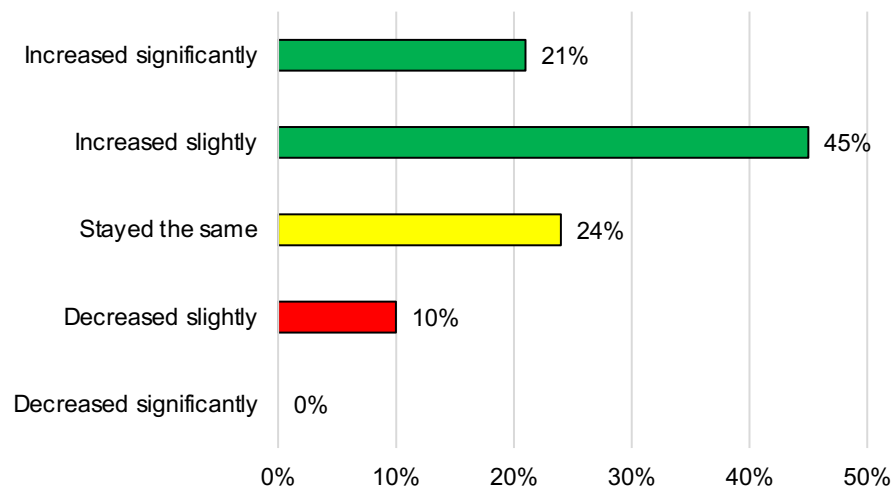


Takeaway: Billing is strong, but collections lag – cash conversion is the gap



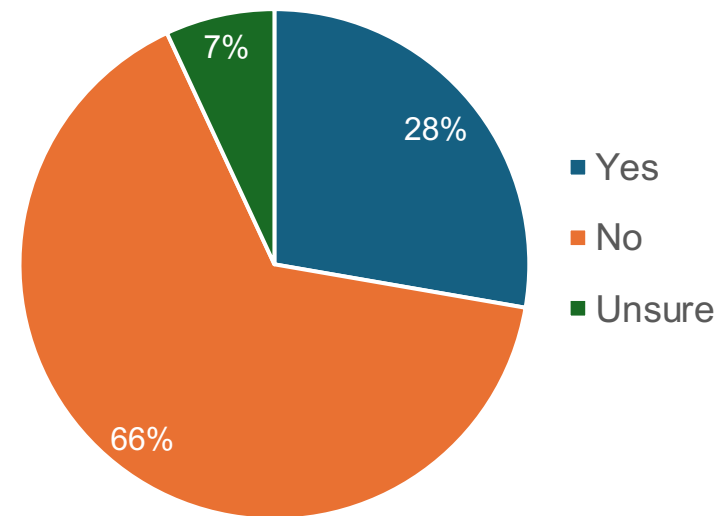
HOW DID WE DO IN 2025?

Technical Staff Utilization



Technical staff utilization up in two-thirds of member firms, closely matching the % firms with increases in revenue (73%)

Technical Staff Burnout



Is burnout and retention a concern?



2026 PROGNOSTICATIONS



GBA Market Sentiment for 2026:



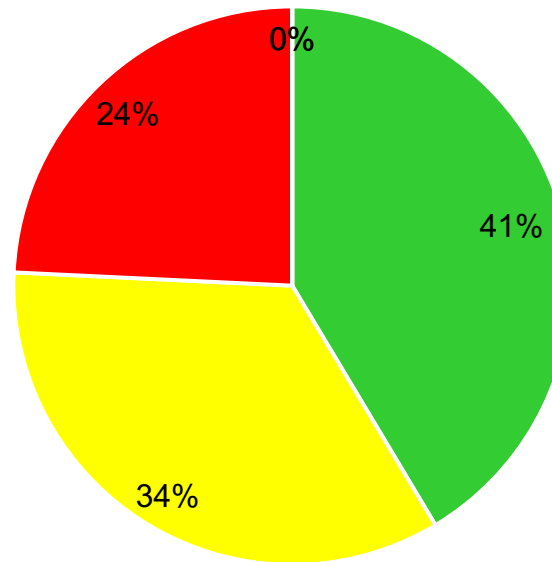
Negative (27%)



Meh (31%)



Positive (42%)



2026 Revenue Projections

- Increase >10%
- Increase <10%
- Stable
- Decrease <10%
- Decrease >10%

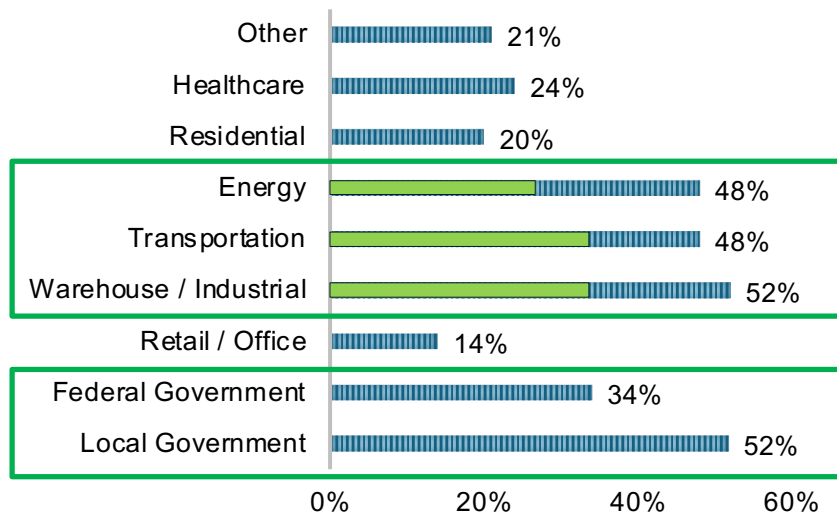
Economic sentiment and projected growth are well aligned



2026 PROGNOSTICATIONS

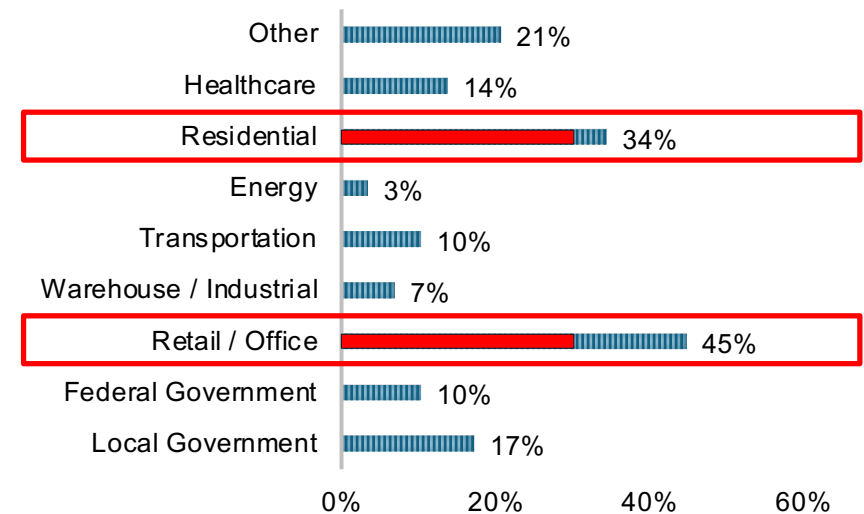


2026 RISING MARKETS



YoY spikes in Energy (20%), Transportation (14%), and WH/Ind. (18%)

2026 FALLING MARKETS



YoY drop-off in retail / office (14%)

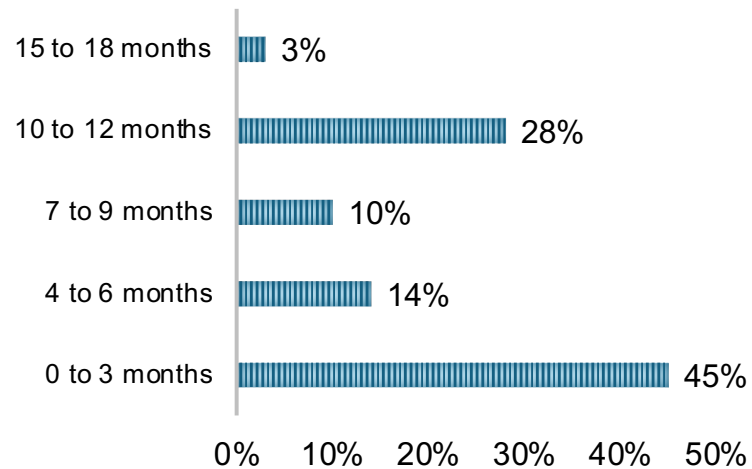
Same as 2025: public funding is driving demand; private capital is constrained by interest rates and uncertainty



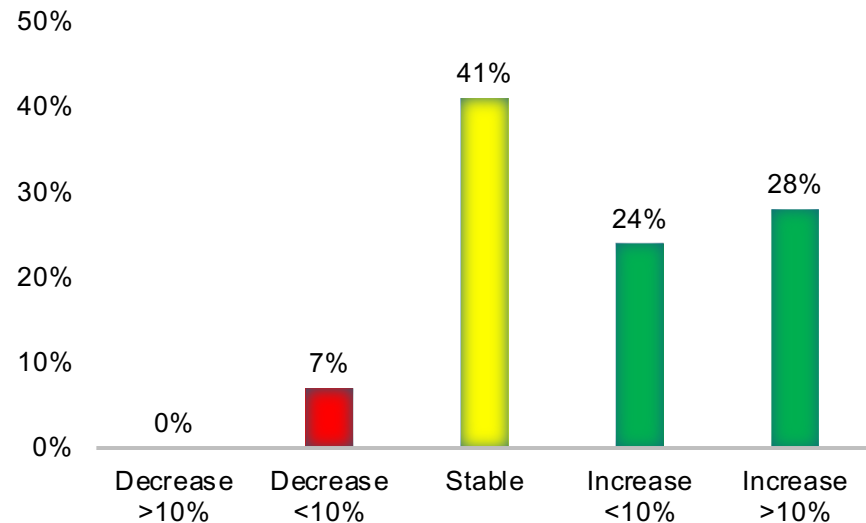
2026 PROGNOSTICATIONS



CURRENT BACKLOG



2026 BACKLOG PROJECTIONS

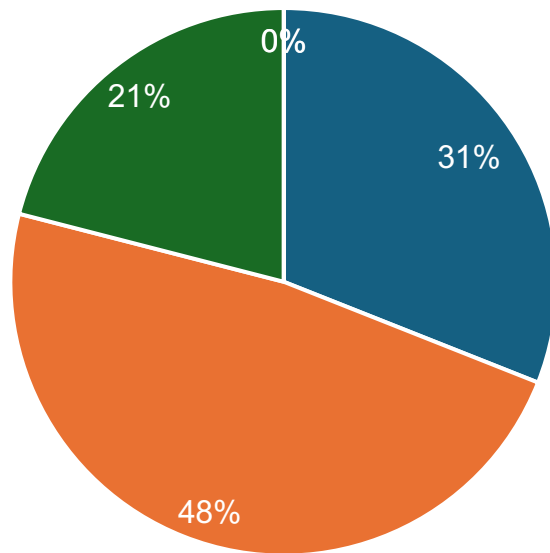


State of the Economy:

		
27%	31%	42%



2026 PROGNOSTICATIONS



Headcount

- Increase >10%
- Increase <10%
- Stable
- Decrease <10%
- Decrease >10%

Quick Takeaways

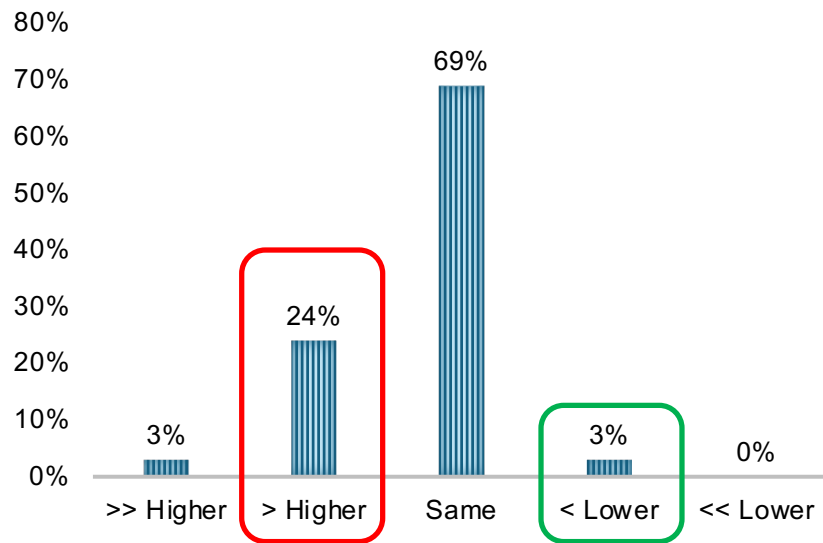
- 79% increase, 21% same, 0% reducing
- Matches 75% firms eyeing revenue growth
- 50% reported turning down work due to staffing constraints!

Poll: Who is concerned about hiring? Is it # qualified candidates? Salary expectations? Both?

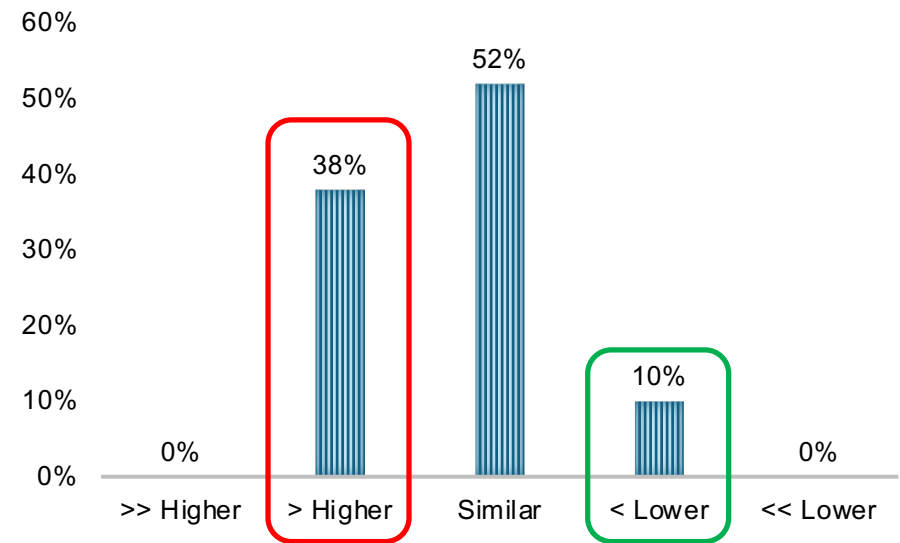


HT: ECONOMIC PRESSURES

CLIENT FEE PRESSURE



SALARY: BILLABLE RATE

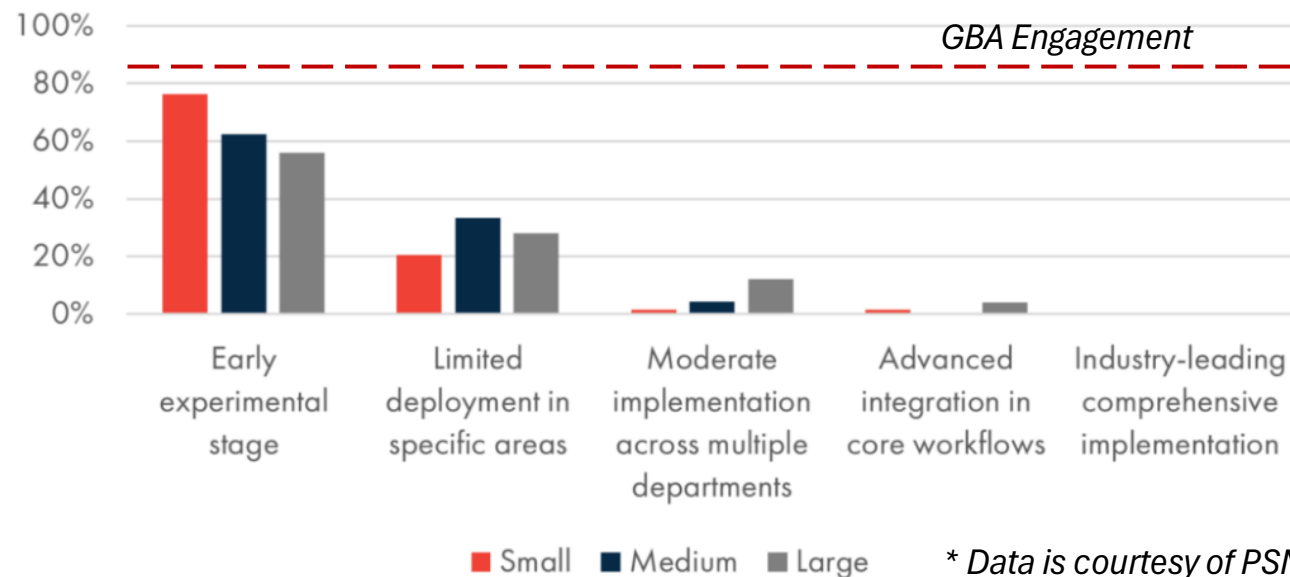


We are facing dual economic pressures: fee compression and rising salaries



HT: AI-POWERED TOOLS

How would you rate your firm's overall AI implementation maturity?

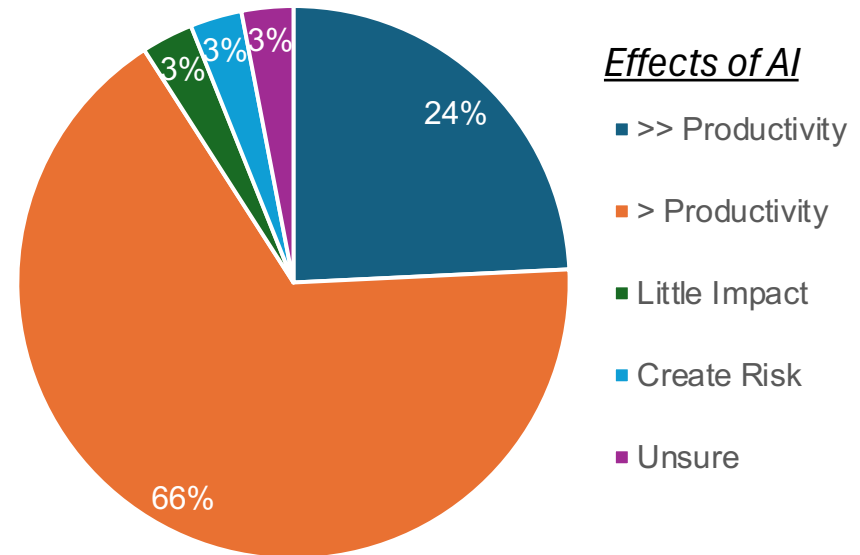
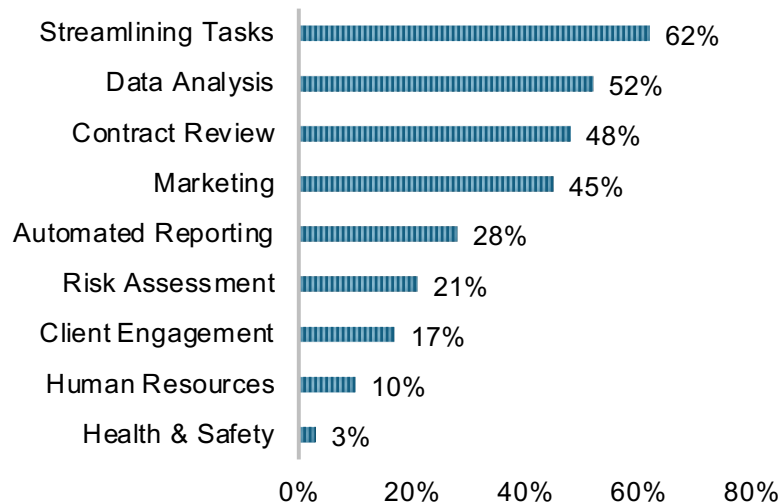


- 83% of respondents are actively engaged in using AI.
- What is your firm's level of adoption?
- And yes, I know that it isn't really AI



HT: AI-POWERED TOOLS

AI USAGE

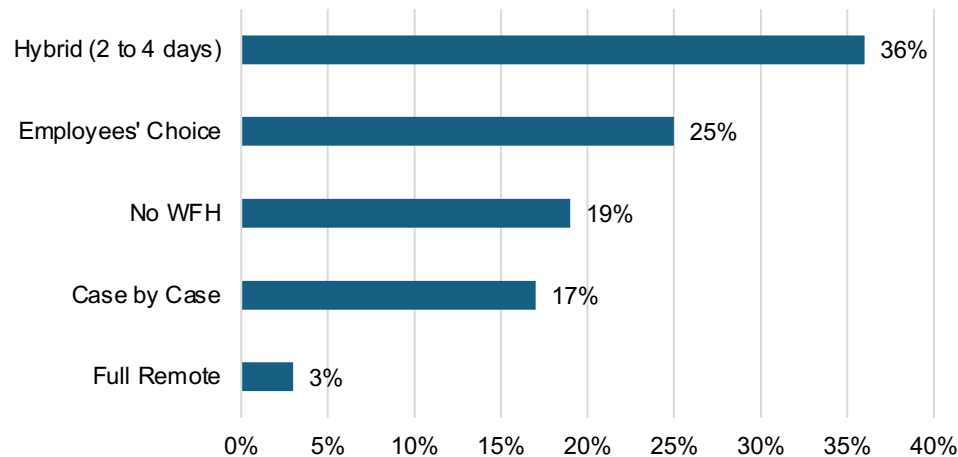


90% say AI is driving efficiency – how do we capture and monetize the value?



WFH SENTIMENTS

Member Firm WFH Policy

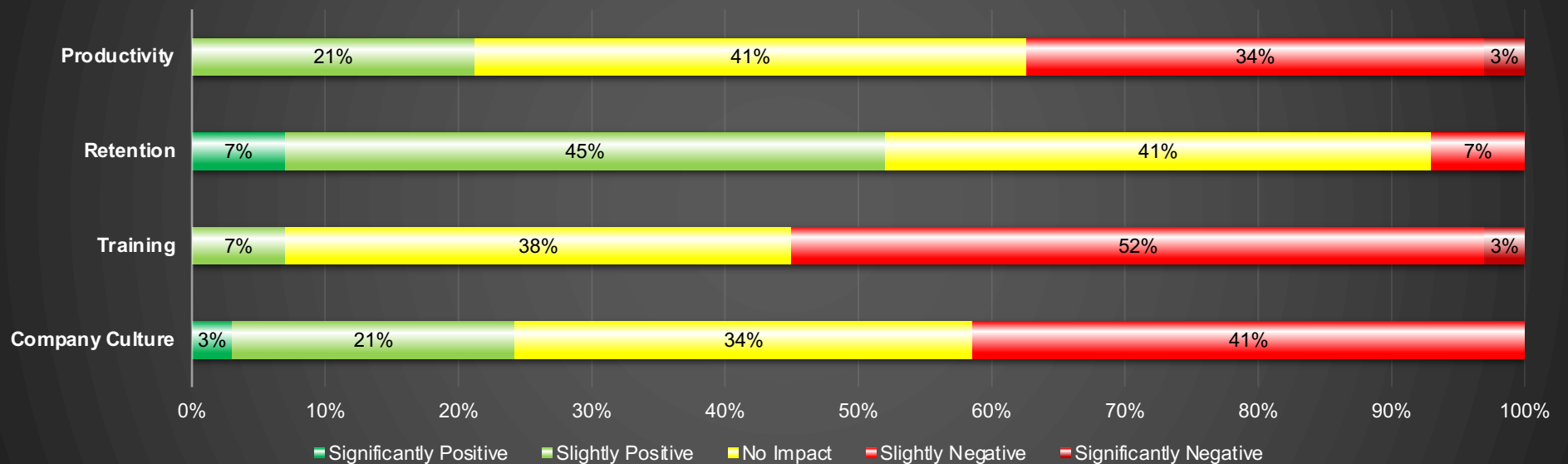


Where do respondents stand on WFH policies?



WFH SENTIMENTS

Impacts of Work From Home



Positive: Retention (Hiring?)

Mixed: Productivity

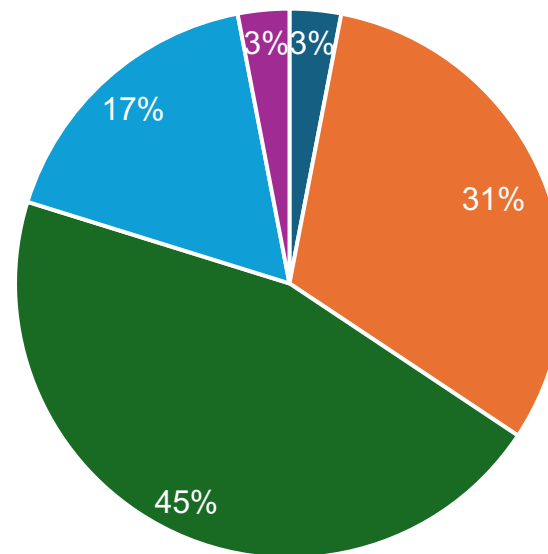
Negative: Training and Company Culture



FINAL TAKEAWAY

Summary

- Growth projections remain strong across the industry
- Staffing constraints are limiting execution
- AI and WFH offer benefits; but aren't silver bullets
- Continue to move to value added



What about the future?

- Much Better!
- Better (1/3rd)
- About the Same (1/2)
- Worse (1/6th)
- Much Worse!

The industry doesn't have a demand problem – it has an execution problem



THANK YOU!

Special Thanks

- All survey respondents
- Business Practices Committee
- Dori Ross and Matt Van Rensler
- Rachel, Kelley, Cassandra, and Joel with GBA